

STATE OF MICHIGAN  
DEPARTMENT OF ATTORNEY GENERAL



**BILL SCHUETTE**  
ATTORNEY GENERAL

P.O. Box 30212  
LANSING, MICHIGAN 48909

February 11, 2011

**Proposed "Shopping Reform and Modernization Act" Consumer Education Program**

With the proper funding, the Attorney General's office plans to use the following methods/media to inform consumers of their rights under the proposed "Shopping Reform and Modernization Act":

1. "Pricing Bill of Rights" card. This wallet-sized card explaining consumer rights under the Shopping Reform and Modernization Act would replace the popular "Item Pricing Bill of Rights" card found at:  
[http://www.michigan.gov/documents/Item\\_Pricing\\_Bill\\_of\\_Rights\\_Wallet\\_Card\\_131589\\_7.pdf](http://www.michigan.gov/documents/Item_Pricing_Bill_of_Rights_Wallet_Card_131589_7.pdf)
2. "Pricing—Frequently Asked Questions" consumer alert would replace our current "Item Pricing (Scanner Law) Frequently Asked Questions" found at:  
[http://www.michigan.gov/ag/0,1607,7-164-17337\\_17291-134114--,00.html](http://www.michigan.gov/ag/0,1607,7-164-17337_17291-134114--,00.html)
3. Module in popular consumer education programs that the Attorney General's office presents statewide. The Attorney General's office trains speakers to effectively communicate consumer issues to local civic, senior citizen, church, consumer, and other community groups.
4. "Ten Tips for Savvy Consumers" pamphlet. This widely disseminated pamphlet will be updated and will have a dedicated section dealing with the new law.
5. Public service announcements. When the proposed law takes effect, we hope to minimize the confusion by using public service announcements about the benefits of the new law and the consumer protections under the new law.
6. Work with AARP and Elder Law of Michigan to assess, in light of forgoing resources, the need for a pamphlet dedicated to Shopping Reform and Modernization Act.
7. Dedicated website resources. All of the resources developed will be gathered and easily accessible through a single area on the Attorney General's website.



**Office of the  
Attorney General**  
Bill Schuette, Attorney General



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## Schuette Supports Item Pricing Reforms With Aggressive Consumer Protections

**Contact:** John Sellek or Joy Yearout 517-373-8060

February 15, 2011

**LANSING** - Michigan Attorney General Bill Schuette said today that he supports reform of Michigan's item pricing law as part of an effort to bring the state's outdated regulatory system into the 21<sup>st</sup> century under a revised proposal that ensures aggressive consumer protections for families and seniors are in place.

"Governor Snyder is correct. To help rebuild Michigan's economy, we must bring regulations into the 21<sup>st</sup> Century," said Schuette. "Under the plan passed today, the legislature has struck the right balance between strong aggressive consumer protections and allowing new technology to be used to improve Michigan's economy."

Schuette offered his support for the H-2 version of HB 4158, sponsored by Rep. Lisa Posthumus Lyons, after working with the legislature to ensure strong consumer protections were included in the proposal. These include:

- Ensuring consumers are clearly informed of prices;
- Retaining the Department of Agriculture ability to investigate price accuracy;
- Prohibiting price overcharges;
- Keeping Attorney General power to enforce overcharge requirements, and;
- Implementing an Attorney General consumer education program.

Former Attorney General Frank Kelley, a champion of consumer protection for nearly four decades in office, supports Attorney General Schuette's efforts to protect consumers. "This new proposal contains safeguards that ensure Michigan consumers are protected," said Kelley. "In working to improve this legislation, General Schuette has protected the historical mission of the Attorney General's office to stand up on behalf of the People and protect their interests."

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